



WXYZ

ORDER

Print Date 10/02/12 Page 1 of 3

Flight Dates **10/02/12-10/08/12**

Contract / Revision **313338 / CAQHC Week 5 Add**

Original Date / Revision
09/28/12 09/28/12 Agency Com 15%

Advertiser **Citizens for Affordable Qual**
1322 G Street SE
Washington, DC 20003

Agency **New Media Firm**

Buying Contact
1322 G Street SE
Washington, DC 20003

Product
Billing Contact
Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate # **1679**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 28% Market Value 128035

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	32008
WDWB	%	0
WJBK	25%	32008
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	22%	28167

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	34	\$30,472.50	\$35,850.00	0.00	10/01/12	10/08/12	34	\$30,472.50	\$35,850.00
Totals	34	\$30,472.50	\$35,850.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/02/12	10/04/12	5am News M-F 5am News M-F	CM	5-6am M-F	- T- T- - -	:30	2	\$900.00	FX	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- T- T- - -		2		\$900.00		0.00				
N 2	WXYZ	10/08/12	10/08/12	5am News M-F 5am News M-F	CM	5-6am M-F	M- - - - -	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M- - - - -		1		\$900.00		0.00				
N 3	WXYZ	10/02/12	10/04/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- T- T- - -	:30	2	\$2,000.00	FX	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Print Date: 10/02/12

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Contract / Revision **313338** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **CAQHC Week 5 Add**

Estimate # **1679**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/02/12	10/04/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- T- T- - -	:30	2	\$2,000.00	FX	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	- T- T- - -					2	\$2,000.00		0.00		
N 4	WXYZ	10/08/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M- - - - -	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M- - - - -					1	\$2,000.00		0.00		
N 5	WXYZ	10/03/12	10/05/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	- - W- F- -	:30	2	\$800.00	P-2	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	- - W- F- -					2	\$800.00		0.00		
N 6	WXYZ	10/02/12	10/05/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	- TWTF- -	:30	4	\$1,500.00	FX	0.00 NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	- TWTF- -					4	\$1,500.00		0.00		
N 7	WXYZ	10/08/12	10/08/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	M- - - - -	:30	1	\$1,500.00	FX	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M- - - - -					1	\$1,500.00		0.00		
N 8	WXYZ	10/02/12	10/05/12	M-F 1p-2p The Chew	CM	1-2pm M-F	- TWTF- -	:30	4	\$800.00	P-3	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	- TWTF- -					4	\$800.00		0.00		
N 9	WXYZ	10/08/12	10/08/12	M-F 1p-2p The Chew	CM	1-2pm M-F	M- - - - -	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M- - - - -					1	\$800.00		0.00		
N 10	WXYZ	10/02/12	10/05/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	- TWTF- -	:30	4	\$800.00	P-3	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	- TWTF- -					4	\$800.00		0.00		
N 11	WXYZ	10/08/12	10/08/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	M- - - - -	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M- - - - -					1	\$800.00		0.00		
N 12	WXYZ	10/02/12	10/04/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	- T- T- - -	:30	2	\$1,400.00	FX	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	- T- T- - -					2	\$1,400.00		0.00		
N 13	WXYZ	10/08/12	10/08/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M- - - - -	:30	1	\$1,400.00	FX	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	M- - - - -					1	\$1,400.00		0.00		
N 14	WXYZ	10/03/12	10/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	- - W- F- -	:30	2	\$1,800.00	FX	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	- - W- F- -					2	\$1,800.00		0.00		
N 15	WXYZ	10/02/12	10/05/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	- TWTF- -	:30	4	\$400.00	FX	0.00 NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	10/02/12	10/05/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	- TWTF - -	:30	4	\$400.00	FX	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					4	\$400.00		0.00			
N 16	WXYZ	10/08/12	10/08/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	M- - - - -	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$400.00		0.00			
N 17	WXYZ	10/07/12	10/07/12	SU 12a-1a SU 12a-1a	CM	12am-1am	- - - - - S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - - S					1	\$250.00		0.00			
Totals														34	\$35,850.00